



CLAYTON CENTURY
FOUNDATION

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**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, October 29, 2014
Heritage Building, Courtroom
10 N. Brentwood
5:30 pm**

Attendees: Judy Goodman, JJ Flotken, Gary Feder, Bob Paster, Sally Cohn, Mike Zaccarello, Sarah Melinger, Ken Goldman, Janet Horlacher, Cindy Rapponotti, Scot Boulton, David Anderson, Steven Rosenblum, Jill Fisher, Cheryl Verde, Michelle Harris

Absent: Holly Benson, John McCormick, Linda Goldstein, Hugh Scott, Mont Levy, Ben Uchitelle, Gary Krosch, Cindy Berger, Elizabeth Robb, Richard Lintz

Guests: Amy Rome, The Rome Group

Staff: Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator, Patty DeForrest – Director of Parks and Recreation

1. Call to Order

Judy Goodman called the meeting to order at 5:30 pm. Judy noted that prior to the start of the meeting, the board gathered at Centennial Garden in Shaw Park for the dedication of benches in honor of former CCF Presidents Ken Goldman and Gary Feder. Ken Goldman expressed his thanks for the honor and recounted the many projects that have come to fruition with the help of the Parks Foundation and later, the CCF. Gary Feder expressed his gratitude as well and noted that while he played a character that slept on a park bench in the Shakespeare on the Streets play this past summer, he was proud to now have a bench with his name on it.

2. Review of April 30, 2014 and July 30, 2014 Minutes

Scot Boulton moved to approve both the April and July minutes as submitted. Gary Feder seconded. The minutes were approved unanimously.

3. Financial Report

In the absence of Gary Krosch, Patty DeForrest presented the end of August financial report included in the board packet. Patty noted that CCF completed its first audit and the second audit will be completed soon.

CCF is changing over its fiscal year from one that coincides with the City's fiscal year to a calendar year. Due to this, CCF will have a 15 month budget for this year and will need approval for an added 3 months of expenditures. Patty submitted a revised Fiscal Year 2014 budget with the added expenditures for approval. Additional, at the direction of Gary Krosch, Patty submitted a Fiscal Year 2015 budget for approval. Patty noted that while Gary Krosch had reviewed the FY15 budget, neither the sections nor the Executive Committee had reviewed it. Patty did note that at Gary's direction, the FY15 budget is a conservative budget and includes only known administrative costs. Funding for proposed projects would require approval by the board. Approval of the FY15 budget allows business to continue but nothing beyond. Gary Krosch via email encouraged the board's approval of the FY15 budget.

JJ Flotken moved to approve the budget as submitted by Patty including the FY14 extended budget and the FY15 budget. Sally Cohn seconded the motion. The motion was approved unanimously.

4. Development Report

Judy noted recently funded CCF projects are now complete including Oak Knoll Playground. At the January meeting, it is Judy's hope to present a year in review to the board including attendance numbers at CCF sponsored programs. CCF is committed to the second century and is growing and adapting to be an effective partner to the City.

Steven Rosenblum reported that the Major Gifts Committee has focused its efforts in attracting family legacy gifts similar to the Newmark Garden in Oak Knoll Park. Recently, Burt and Ilene Follman have committed a legacy gift to enhance a seating area in Shaw Park in honor of their anniversary. The committee will be approaching other families for similar legacy gifts. Major Gifts is also working to raise funds for a new history space at the Center of Clayton and has potential sponsors in mind.

Gary Feder reported that after many meetings and discussions with Bob Chapman and Barry-Wehmiller regarding the enhancement of the northeast corner of Shaw Park, much progress has been made in recent months. The total cost of the project has been updated and refined and an endowment for maintenance has been discussed. Gary is working on a development agreement. It is the hope that Bob Chapman's gift will be a true leadership gift that inspires others to contribute.

Sarah Melinger delivered the Annual Fund Committee report. The group recently evaluated its communication reach and is proud that the CCF Newsletter, which reaches approximately 650 emails, has a thirty percent open rate. This is a very high open rate. The committee is working to development its social media reach. The committee is also working to plan a true donor appreciation event in February of 2015. Sarah reported that the committee will be sending an end of year community-wide appeal but will also be sending personalized notes to past CCF donors that have yet to give in 2014. The goal is to have a more personalized appeal.

David Anderson recommended that CCF register itself with Amazon Smile. The program designates a portion of the sale from Amazon Prime shoppers to a charity of their choice. Sarah Umlauf reported that staff will register CCF with the program and publicize the effort to its supporters.

5. Feasibility Study Final Report with Amy Rome

Amy Rome reported on the findings of the Feasibility study performed by The Rome Group. Interviews were held with a good representation of the community including business leaders, foundations and individual donors. The Rome Group received good, consistent feedback. Recommendations based on the findings of the report include increasing CCF's visibility and excitement around completed projects. It is also recommended that CCF hone their communications and marketing. The group should also look to diversify their board so that it is a true representation of the community. It is important to note that the results of the interviews did not paint the organization in a negative light and CCF has no ill will to overcome.

6. Election of Board Members

Judy reported that Lee is no longer serving as the Ward III representative. With the support of the Board of Aldermen, Cheryl Verde will serve on the CCF Board as the new Ward III representative. Jill Fisher previously served as a chair of CCF Arts. It is recommended that she continue to serve on the Board of Directors as an At-large member. Judy presented two new board members for consideration, Cordell Whitlock and Jason Braidwood. Cordell is a Clayton resident with a young family and has an extensive background in communications which would benefit the CCF. Jason Braidwood is a resident and also a member of the corporate community. Jason also has young children, is committed to public art and brings a business perspective to the board.

Scot Boulton moved to approve Resolution 14-04, the Election of At-large Members Cordell Whitlock, Jason Braidwood and Jill Fisher. Steven Rosenblum seconded. The motion was approved unanimously.

7. Board Restructuring

JJ Flotken presented on CCF's proposed board restructuring noting that the slides were included in the board packet. The goal of restructuring will be to

improve communications among the board, committees and sections, and to allow more avenues for board participation and engagement.

Following a review of the current structure, JJ presented a draft structure which included the Board Chair and several Vice Chairs. The Vice Chairs of Major Gifts and Finance are very similar to the current Chair of Major Gifts and Treasurer. The Vice Chair of Philanthropy would serve a similar role to that of the Chair of the Annual Fund Committee however would be focused on annual giving. Currently, the Annual Fund Committee also manages special events and community outreach. This function under the restructuring would be under the Vice Chair of Community Building. JJ also felt that this could be a good place to incorporate the heads of the individual sections. A new addition to the structure would be the Project Review Committee where potential projects would be prioritized.

Underneath the Vice Chairs on the draft restructuring table falls the Legal Advisor, whose current position is Secretary, the Immediate Past President, the Aldermanic Liaisons, and Staff.

Michelle Harris commented that she would like to see the sections more interconnected to the organization so that they may have a stronger voice. Perhaps they could be tied into the Project Review Committee?

JJ will develop the responsibilities of the board members as well and the expectations of City Staff and Aldermanic Liaisons and present a final version of the new structure at the January Board Meeting.

8. New Business

There was some discussion regarding whether CCF would like to be involved with the unofficial Turkey Trot on Wydown Boulevard. It was decided that the issue would involve deeper discussions and was tabled.

9. Next Meeting

The next meeting will be Wednesday, January 28, 2015 at 5:30pm at 10 S. Brentwood Boulevard.

10. Adjourn

The meeting was adjourned at 7:04 pm.